



YOU SUCK AT POWER POINT!

**5 SHOCKING DESIGN MISTAKES
YOU NEED TO AVOID**

Jesse Desjardins

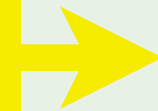
Nov 3, 2010

People working in non-profits,
government, schools and cubicles all
around the world hate PowerPoint,

but it's not PowerPoint
that sucks.

but it's not PowerPoint
that sucks.

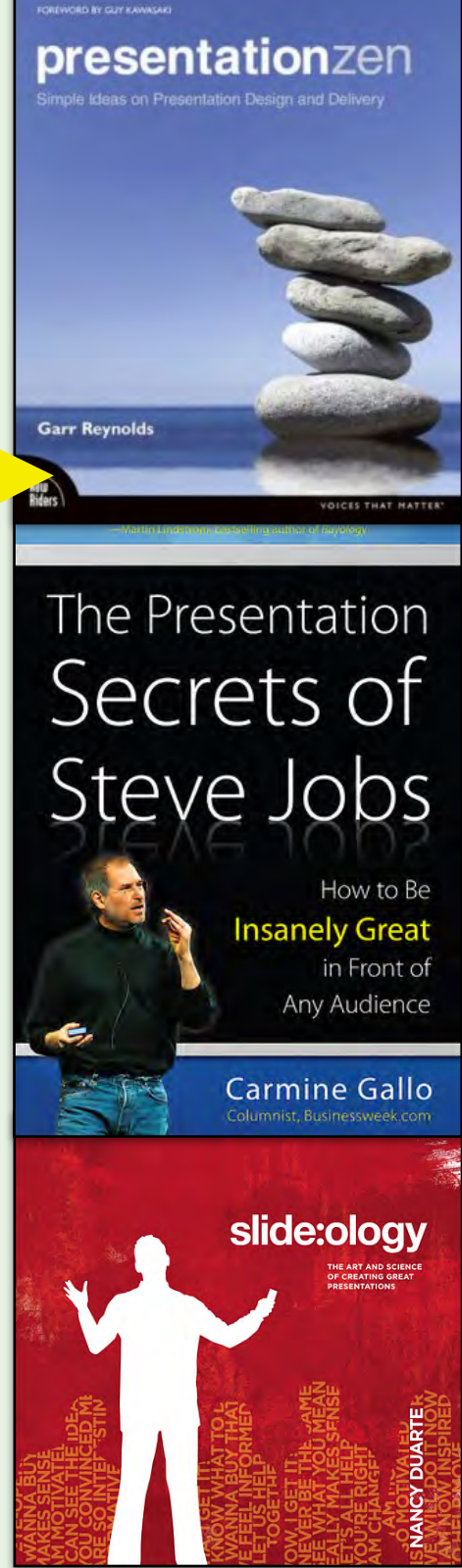
It's the speaker (you)
who is responsible for
using it effectively.



Your slides are there to
support you and unfortunately
if they suck, so do you.



There are endless books written on the topic by some very smart people.





**5 SHOCKING DESIGN
MISTAKES YOU
NEED TO AVOID**



**TOO
MUCH
INFO**

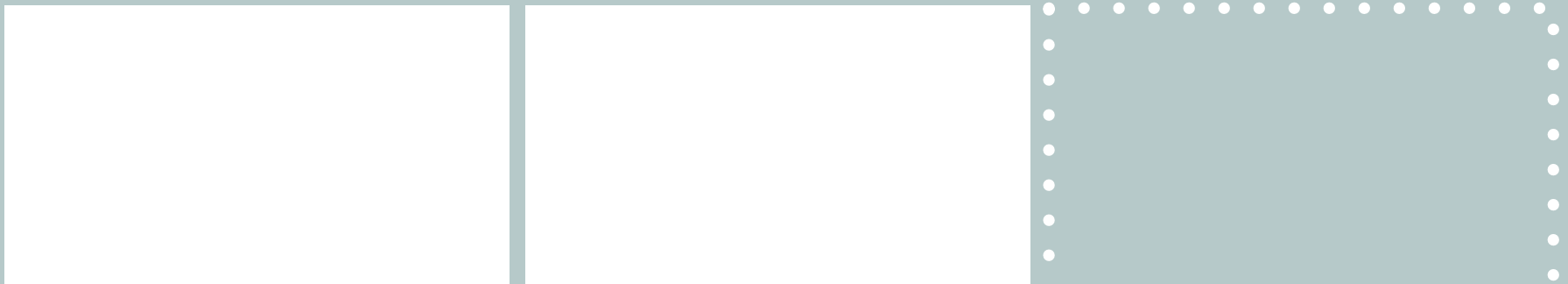
MISTAKE #1

PUTTING ALL YOUR POINTS ON ONE SLIDE SUCKS.

The more your audience has to read
the less they are listening to you.

Effective communication is
knowing what to cut out.

Be a merciless editor and
KEEP IT RELEVANT.




While you're at it...

Get rid of your
logo on every slide.

Once or twice is ok.
30 times? That sucks.

We're So Big
International

Helping us grow!



**NOT
ENOUGH
VISUALS**

MISTAKE #2

TAKE THE TIME TO FIND THE RIGHT VISUALS.

There are endless sources of images on the web, which take you seconds to find.

The screenshot shows the Flickr website interface. At the top, the Flickr logo is displayed with the text "from YAHOO!". Navigation links include "Home", "The Tour", "Sign Up", "Explore", and "Upload". On the right side, there is a link for "You aren't signed in" with "Sign In" and "Help" options.

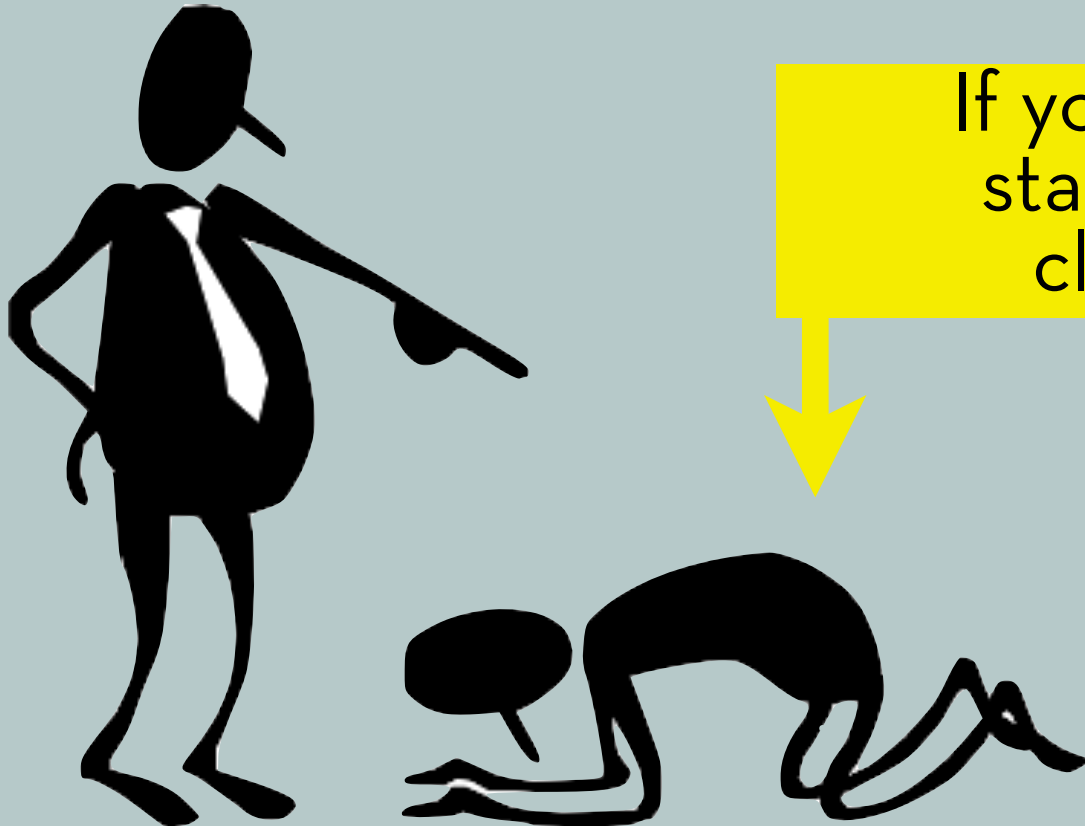
The search bar is prominently featured, with the search term "cape town" entered. The search results are displayed in a grid format, showing various images related to Cape Town. The grid includes images of landscapes, buildings, and other scenes. Each image has a caption below it, such as "From Blyzz", "From coda", "From DanieVDM", "From neilalderney...", "From dorena-wm", "From slack12", "From DanieVDM", "From Blyzz", "From Anatoly...", "From neilalderney...", "From Warren T", "From dorena-w...", "From slack12", "From DanieVDM", "From Hadassah28...", "From Hubert...", "From mallix", "From DanieVDM", "From DanieVDM", "From mrhappy", "From warrenski", "From Aquila", "From DanieVDM", "From ifijay", "From neilalderney...", "From Blyzz", "From Many Moon...", "From Gruboss", "From zug55", "From Anne...", "From *spooky*", "From mikkelz", "From lms.photo", "From geotheref", and "From Anne...".

At the bottom of the grid, there are additional navigation options: "View: Small Medium Detail Slideshow".

ISTOCKPHOTO.COM:
best for royalty free images (\$\$\$)

FLICKR.COM:
best for Creative Commons images (free-ish*)

If you're going to use
standard Microsoft
clipart you suck.



*with conditions

But whichever visuals you
use just remember to...

Design for this guy.



IF IT'S UNREADABLE, DON'T USE IT.



**HORRIBLE
QUALITY**

MISTAKE #3

Pixelation sucks.



Use high-quality images
at their right sizes.

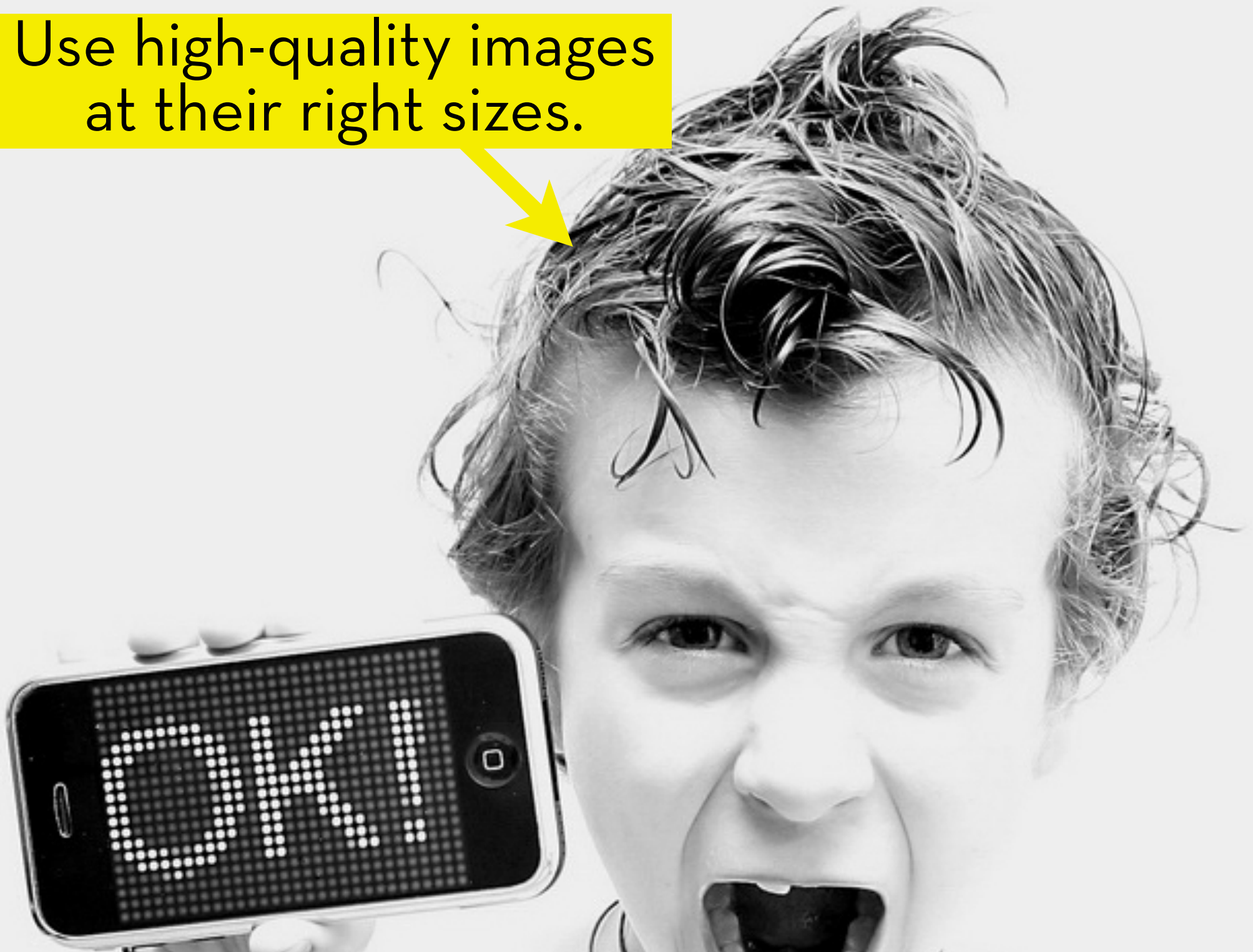


Photo / All sizes

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| | | | | | | |
|-------|-------------------------------------|---|--------------------------------------|---|---|---|
| Sizes | Square (75 x 75) | Thumbnail (75 x 100) | Small (181 x 240) | Medium 500 (377 x 500) | Medium 640 (482 x 640) | Original (667 x 885) |
|-------|-------------------------------------|---|--------------------------------------|---|---|---|



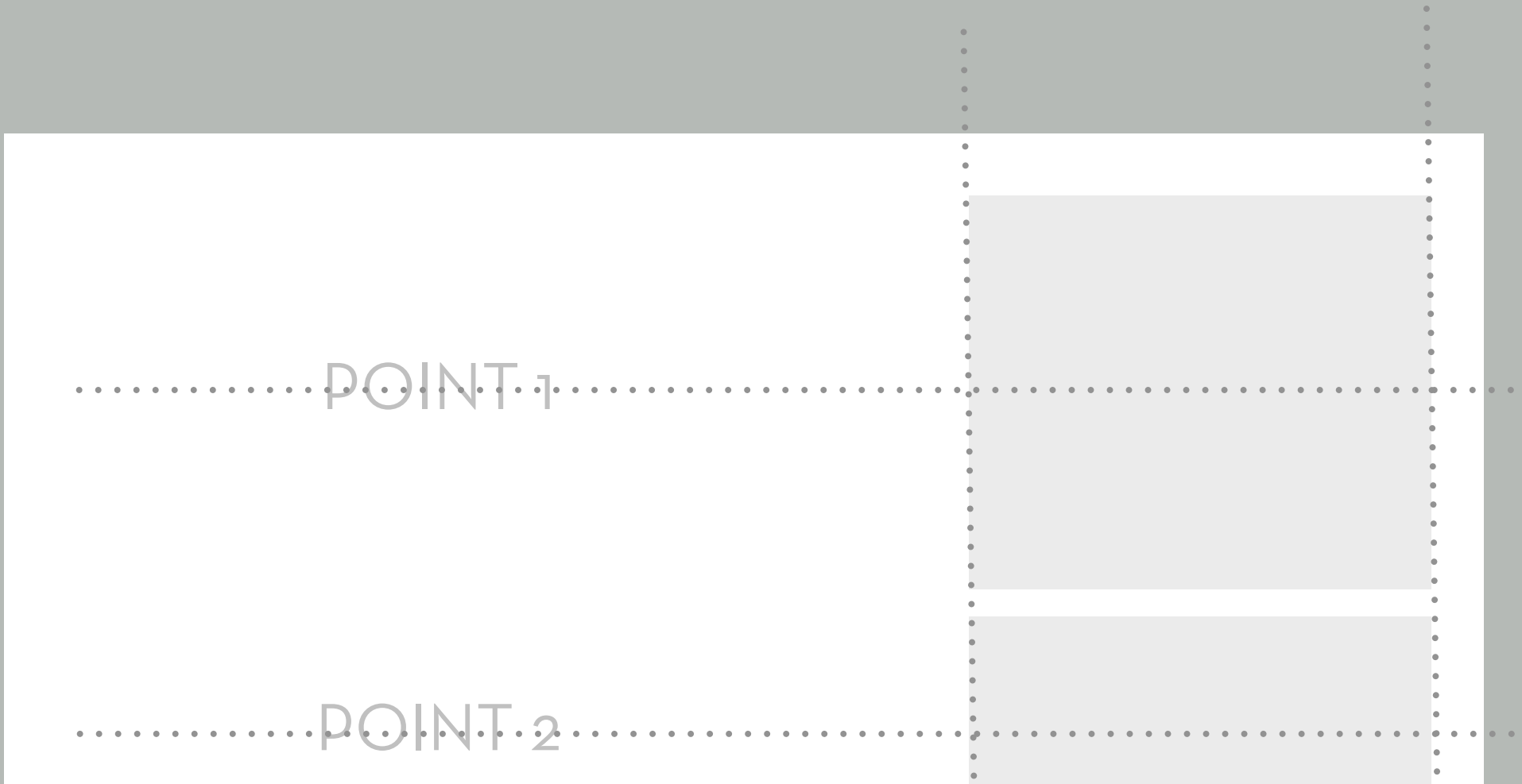
With a bit of digging around it's easy to find high-resolution media.



ALL-OVER-THE-PLACE

MISTAKE #4

Be mindful of things like spacing,
white space and alignment.



Having a consistent use of colors, images & alignment gives a cohesive look to your presentation.



I'M ON FACEBOOK NOW WHAT?!

30 realities of social media + tourism in 2010

Jesse Desjardins @jessedee

thank you. (it's been fun)

Jardins @Jessedee

1. THERE IS NOBODY LIKE ME, AND THERE NEVER WAS.//

Have an opinion

GRAMMY AWARDS

Be different

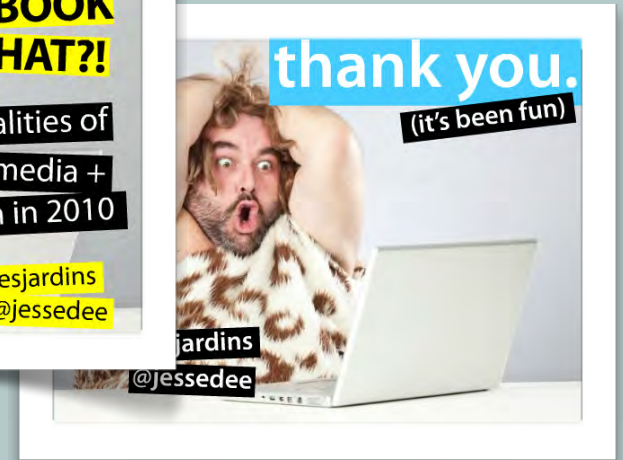
6.

Love your Little Monsters.

BAD ROMANCE

Don't be afraid to piss people off.

Having a consistent use of colors, images & alignment gives a cohesive look to your presentation.



It also helps to separate your presentation into sections.



Paying a small fee on iStockphoto gives you a nice collection of images that belong together.



Search for photos, illustrations, video and audio

Enter Keywords(s) | All Files | Search

International | Log Out | jessed

Photos Illustrations Video Audio Flash Participate Help

Current Search
All File Types

Narrow Your Results
By Keyword(s)

By File Types
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Need help?

Search results: Lightbox

Sort Best match

Displaying 1 to 100 of 273 matches. 1 | 2 | 3 of 3

Monocle 33

July, 2010



Monocle's May issue looks at the ascent of Brasilia - why yellow and green are the new red, white and blue in international diplomacy.

www.monocle.com/

LINK

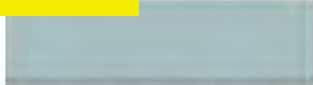
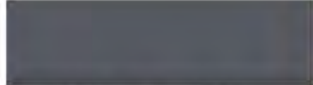

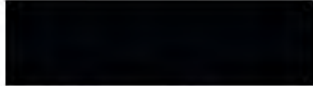
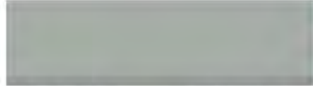
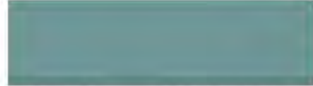
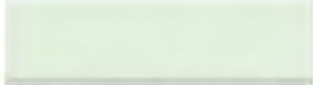
Print

CHANNELS

Monocle

CREDIT

Always stick to a color scheme.
For this presentation I took
inspiration from this magazine.

| | | |
|---|---|---|
|  |  |  |
| A8BEBE 168/190/190 HEX RGB | 575A61 87/90/97 HEX RGB | FFDF00 255/223/0 HEX RGB |
|  |  |  |
| 020307 2/3/7 HEX RGB | A6ACA7 166/172/167 HEX RGB | 6F9696 111/150/150 HEX RGB |
|  | | |
| E3EFDE 227/239/222 HEX RGB | | |

and the most common mistake...



**LACK
OF PREP**

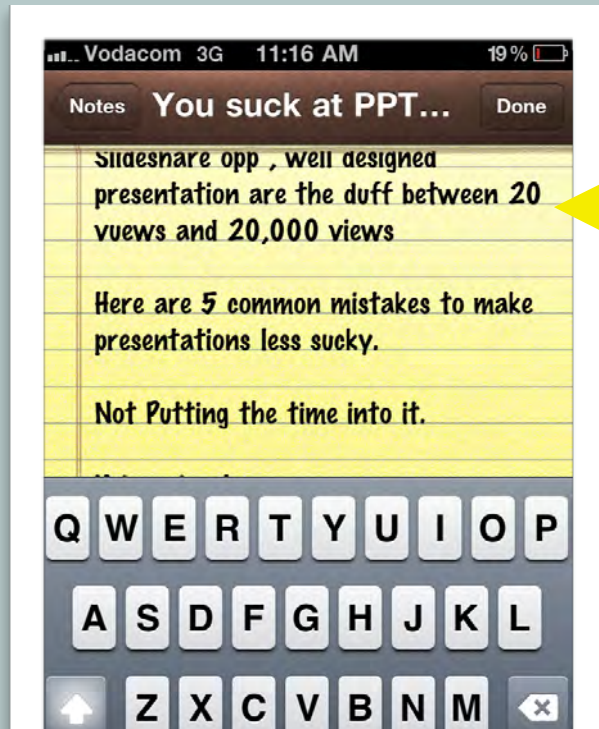
MISTAKE #5

MOST PRESENTATIONS SUCK BECAUSE NOT ENOUGH TIME WENT INTO MAKING THEM.

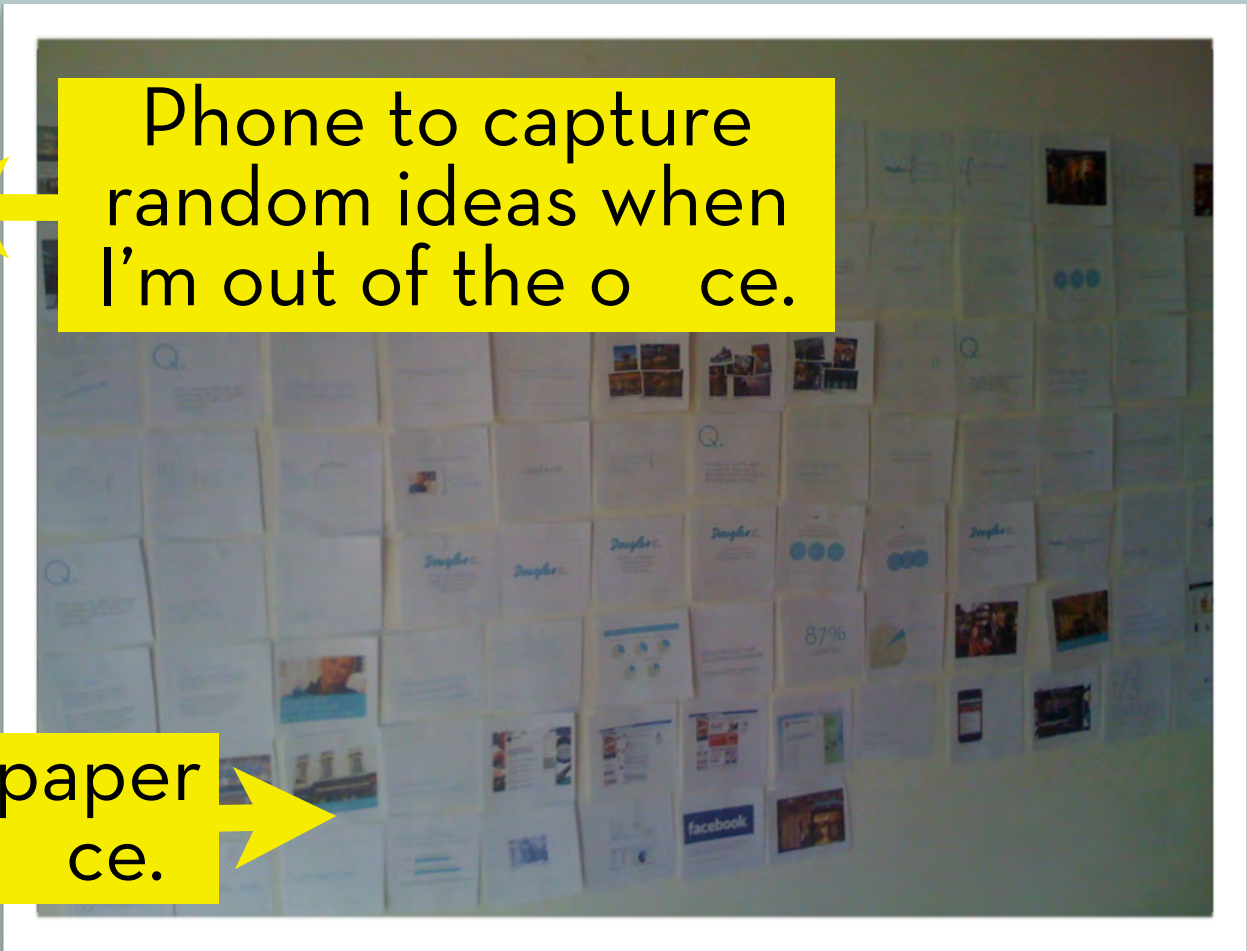
You need to gather and organize your content, create beautiful looking slides and rehearse, rehearse, rehearse.

... and not the night before.

TOOLS I USE TO PREP:



Phone to capture random ideas when I'm out of the office.

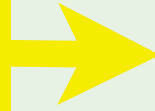


Post-it® notes or paper to layout in the office.

Planning usually starts **2 weeks** before.

Top executives say:

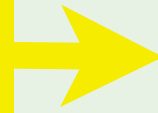
Communicating with clarity
directly impacts their
career and **income**.



86%

Top executives say:

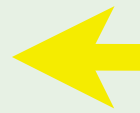
Communicating with clarity
directly impacts their
career and **income**.



86%

Yet only

25%



Spend more than **2 hours** on
'high-stakes' presentations





MOST EXPERTS SAY:

An outstanding **1-hour** presentation takes **30 hours or more** of prep time.



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An outstanding **1-hour** presentation takes **30 hours or more** of prep time.

SHOCKING I KNOW.

BUT IT'S ALL WORTH IT.

Giving a 'high-stakes' presentation is your moment to shine, to influence and to spread ideas.

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How much is that worth to you?

If you're uploading to slideshare
a beautifully designed and well planned
presentation means the difference between
10 views and 100,000 views.

You'll not only feel on top of the world,
but you'll also get to connect with amazing
people from all around it.

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I'm in Cape Town, South Africa this week because of my presentations on slideshare.

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Putting in the time works.

**DESIGN, DON'T JUST SLAP
SOMETHING TOGETHER.**

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SOMETHING TOGETHER.**

If your presentation sucks,
don't blame PowerPoint.

RECAP:

**MISTAKES
TO AVOID**



**TOO MUCH
INFO**



**NOT ENOUGH
VISUALS**



**HORRIBLE
QUALITY**



**ALL-OVER-
THE-PLACE**



**LACK OF
PREP**

For a more practical guide + more resources on creating great presentations **steal my other presentation.**



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1053 shares

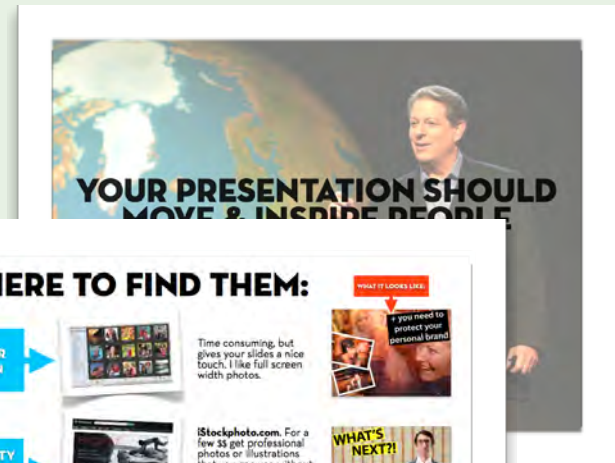
WordPress Blogger More options Analytics

@JESSEDEE

AVAILABLE IN FULLSCREEN

1 / 72 Full

Like this presentation? Jesse Dee, Birgitte Norby and 2,256 others like this. Unlike



WHERE TO FIND THEM:

- YOUR OWN** → Time consuming, but gives your slides a nice touch, I like full screen width photos.
- ROYALTY-FREE (PAID)** → iStockphoto.com. For a few \$\$ get professional photos or illustrations that you can use without having to pay royalties. Perfect for a cohesive professional look.
- CREATIVE COMMONS (FREE)** → Flickr.com. Best place to look for Creative Commons.

Or use colors found in popular websites or magazines.

For this presentation I wanted to give a gossip magazine feel.



Jesse Desjardins

@jessedee

MORE YOU SAY?

On Twitter →

On Slideshare ↓

STEAL THIS PRESENTATION!

P.D. BS

UT 2

AVAILABLE IN FULLSCREEN

@JESSEDEE

10 WAYS TO BE A MARKETING GENIUS LIKE **LADY GAGA**

100 beautiful slides from the world's best storytellers

Really Ugly Résumés

@jessedee



A black and white photograph of a woman with dark hair, looking surprised with wide eyes and an open mouth. Her hands are raised in a gesture of surprise or excitement. A large yellow speech bubble is overlaid on the left side of the image, containing the text 'THANK YOU!'. In the top right corner, there are two yellow rectangular boxes containing the name 'Jesse Desjardins' and the social media handle '@jessedee'.

Jesse Desjardins

@jessedee

**THANK
YOU!**